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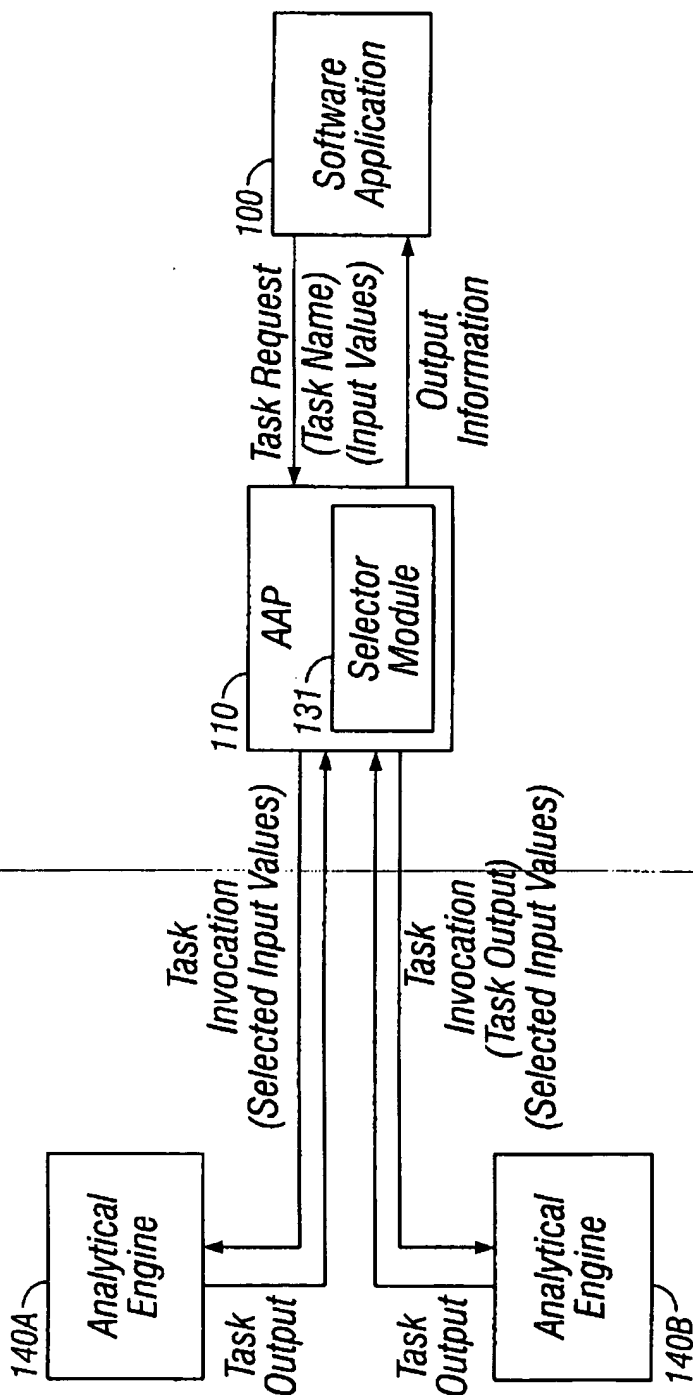


FIG. 1A

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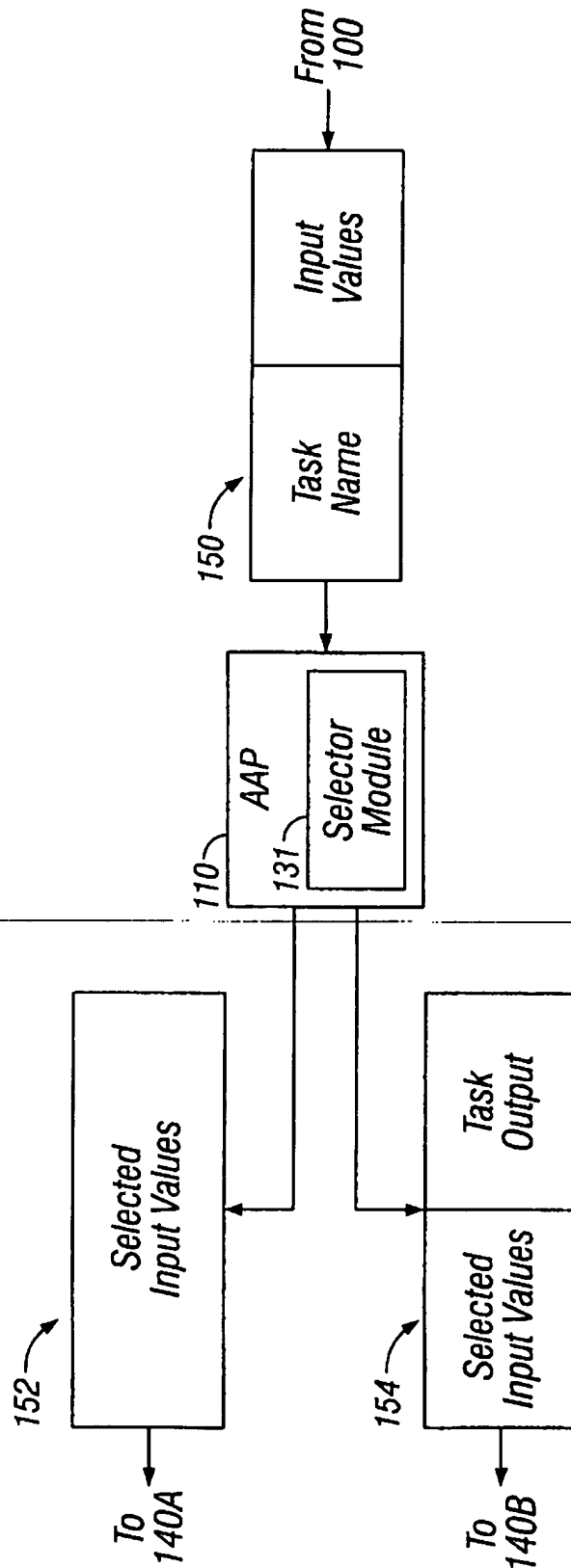


FIG. 1B

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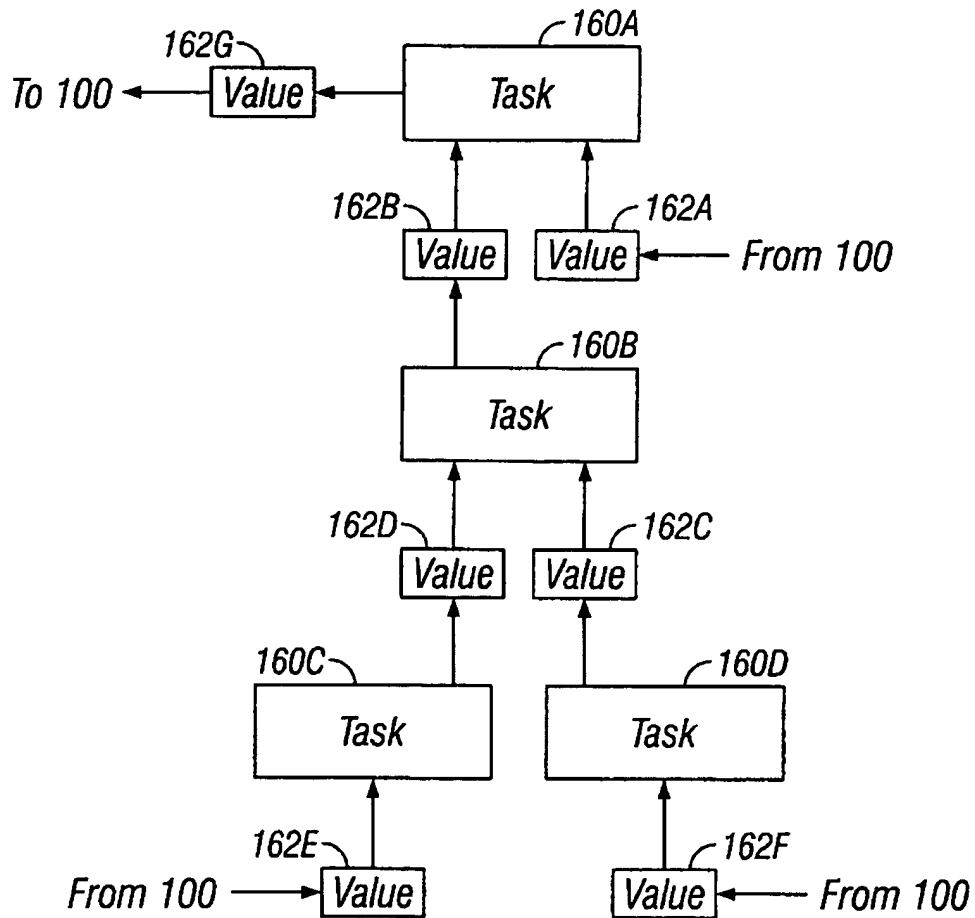
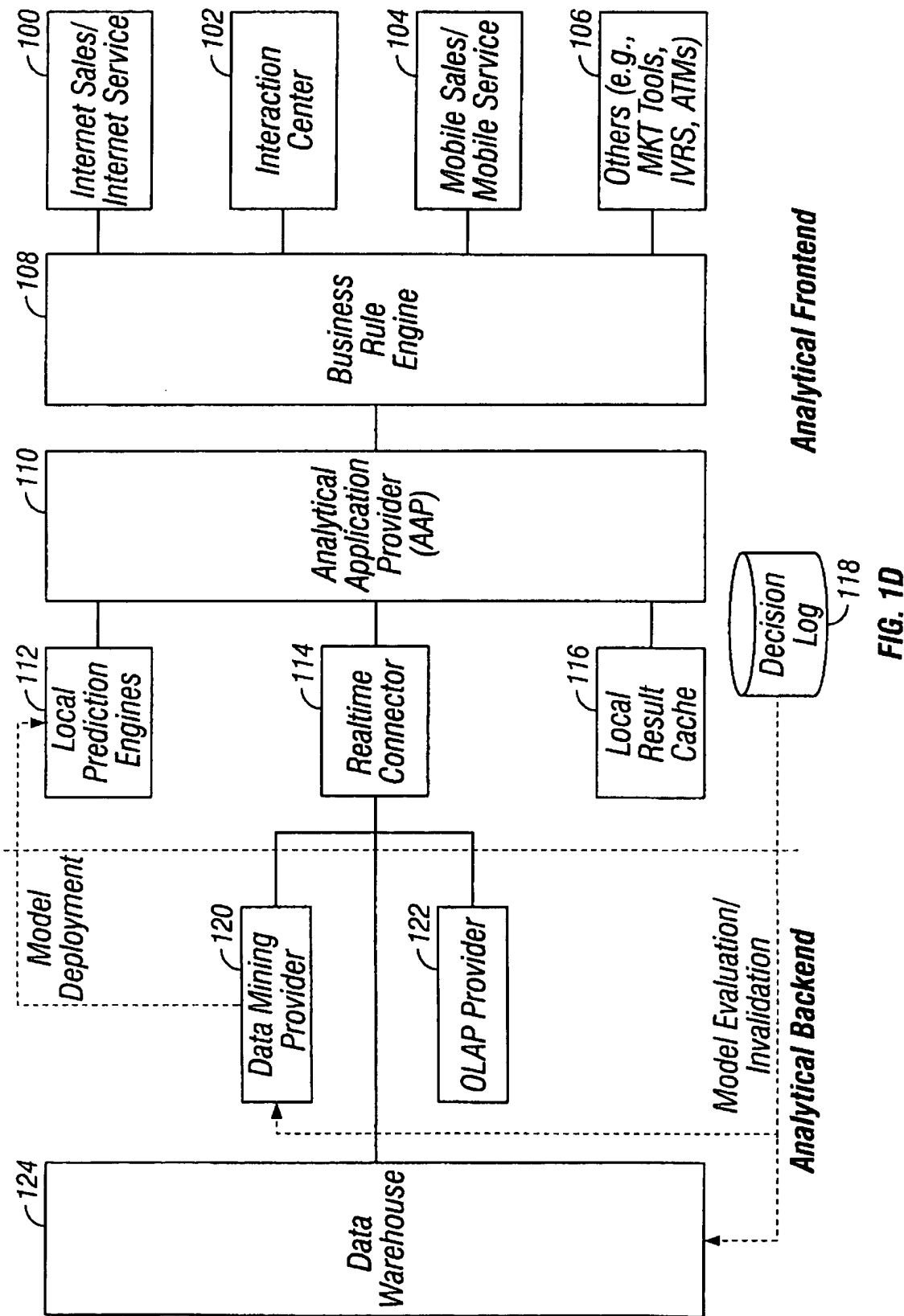


FIG. 1C

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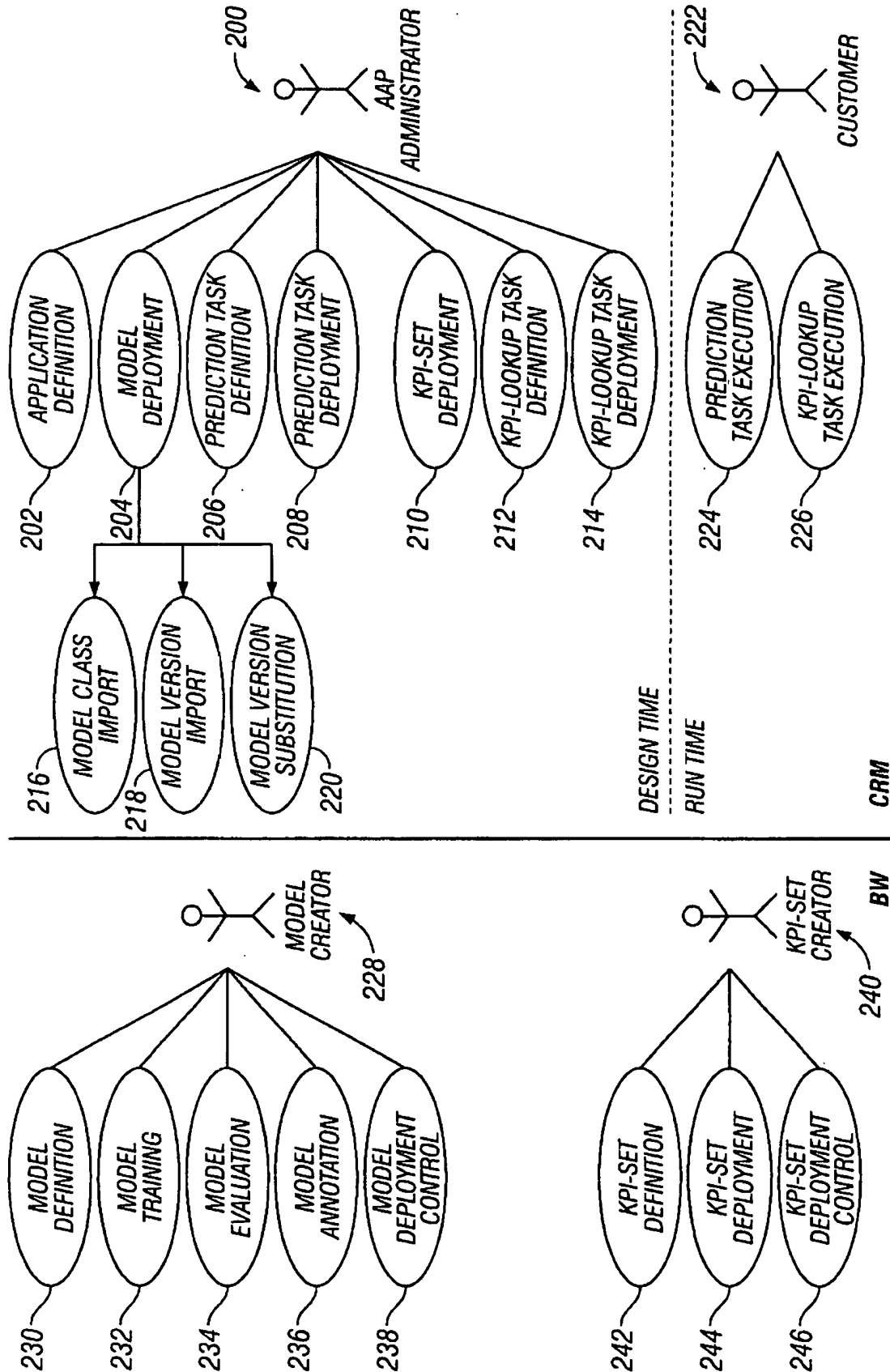


FIG. 2

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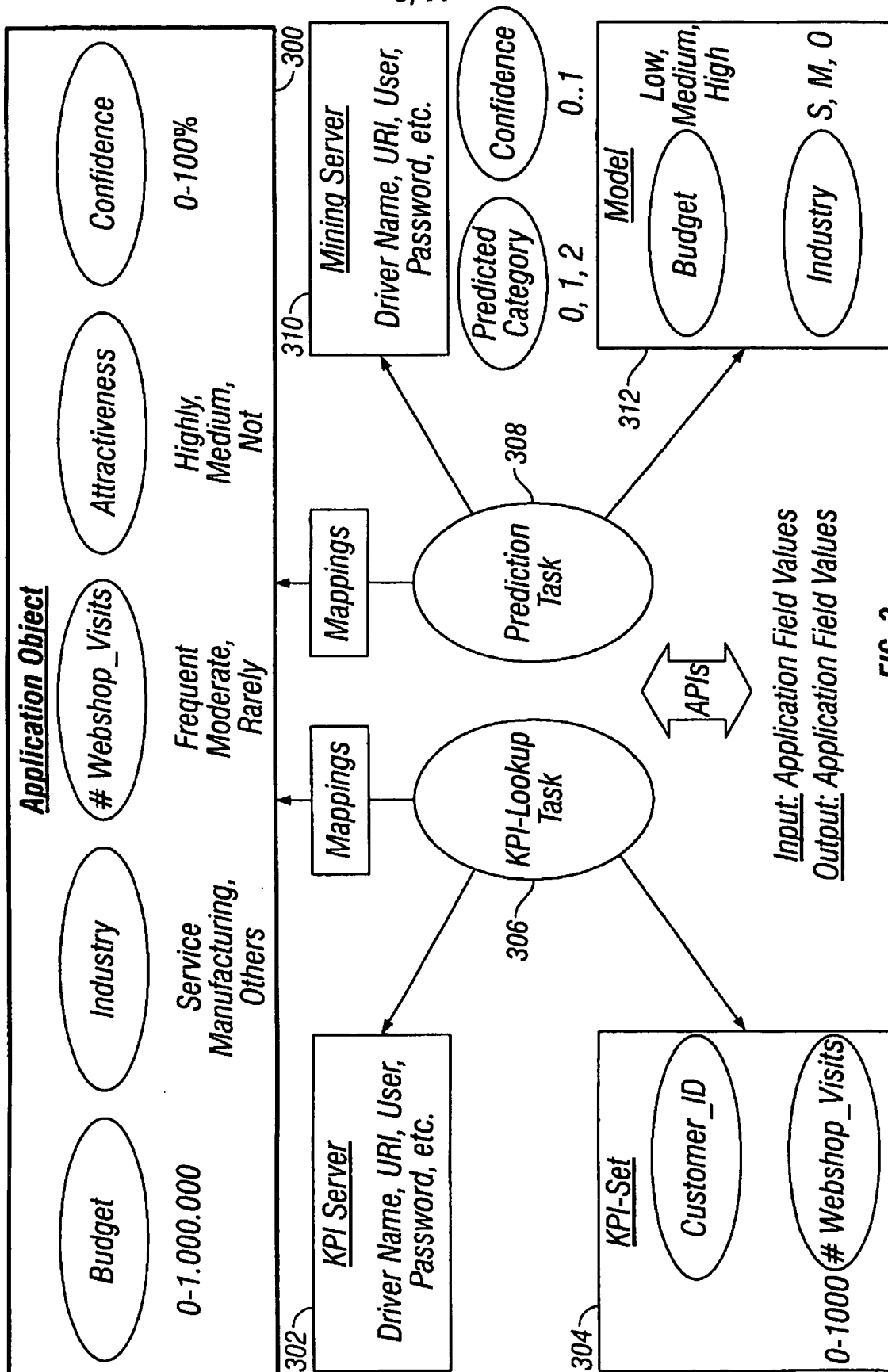


FIG. 3

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400

Application Declaration

Application name: 402 Internet Sales

Description: 404 CRM Internet Sales Appl.

406 IMPORT METADATA..

Application Fields:

Name	IN/OUT	Data Type
BIRTH_DATE	IN	Date
SHOPPER_GENDER	IN	String
CUSTOMER	IN	String
SHOPPING_CATEGORY	OUT	String
REVENUE_LASTYEAR	OUT	Real

408

410 CREATE PREDICTION TASK..

412 CREATE KPI-LOOKUP TASK..

SHOW DEFAULT MAPPINGS..

FIG. 4

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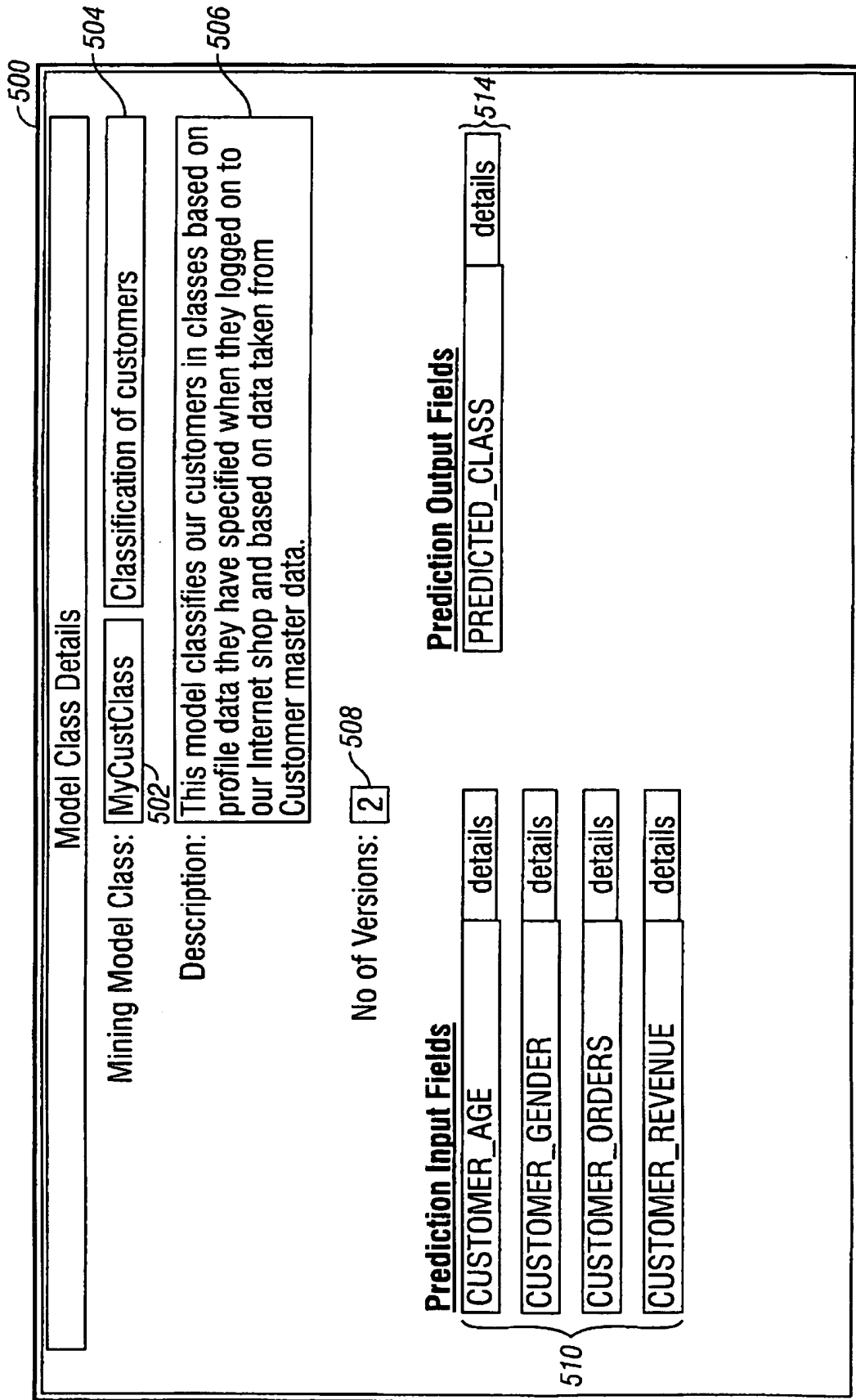


FIG. 5A

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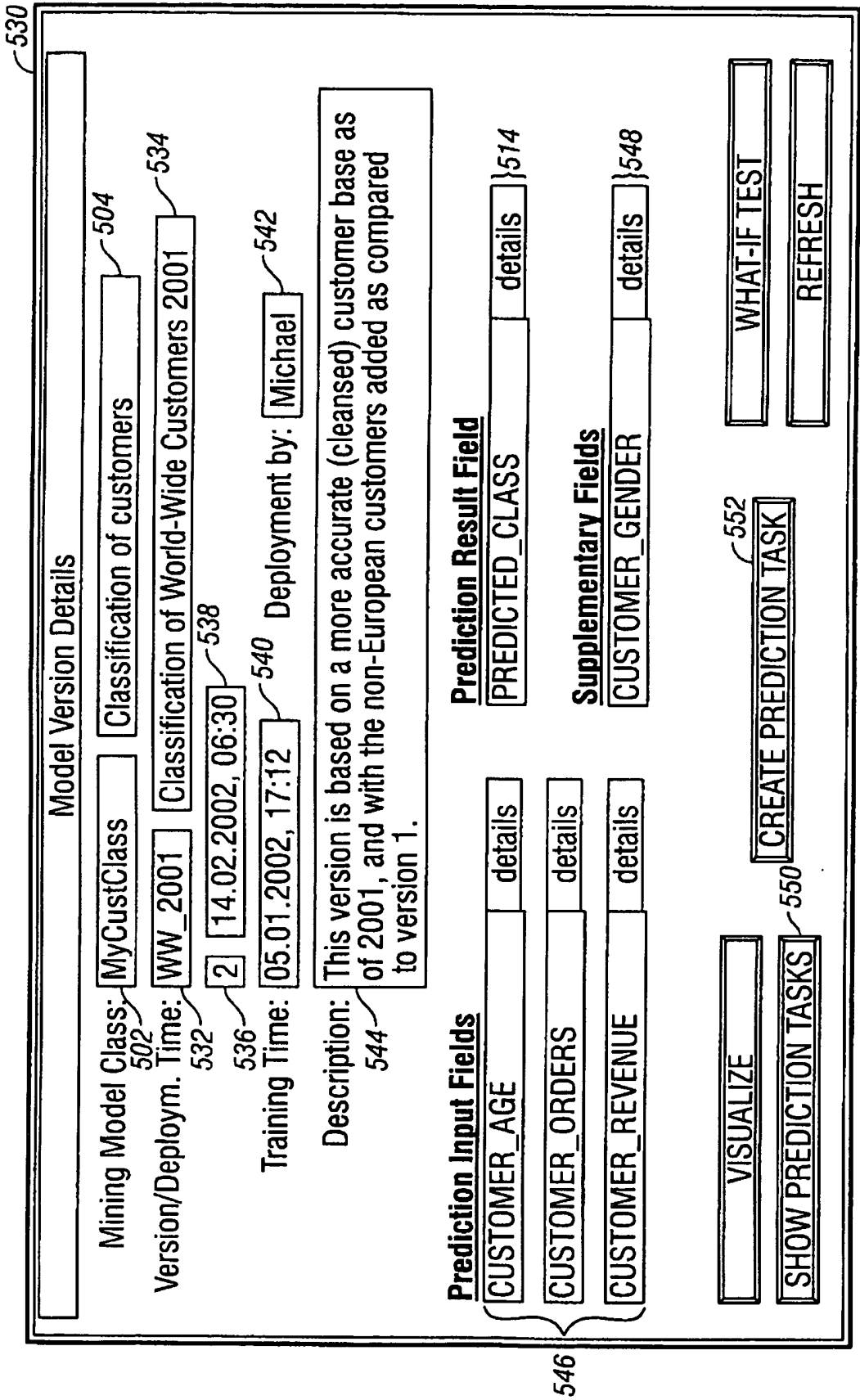


FIG. 5B

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600

Model Class: Field Details

Mining Model Class: 602

My Mining Model

604

Classification of customers

Version: 606

WW_2001

608

Classification of World-Wide Customers 2001

Prediction Input Field: 610

CUSTOMER_AGE

612

Age of customer in years [1..200]

PMML Type: 614

CONTINUOUS

616

NON-CYCLIC

Data Type: 618

Integer

Description:

620

This field contains the age of the customer in years [1..200]

FIG. 6A

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630

Model Version: Field Details

Mining Model: My Mining Model 602

Version/Training Time: 2 14.02.2002, 06:30 636

634

Prediction Input Field: CUSTOMER_AGE 610

612

Age of customer in years [1..200]

Description:

640

This field contains the age of the customer in years [1..200].
In this version, the mean age of our customers is about 35
with only few customers younger than 20...

FIG. 6B

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700			
704			
Prediction Task			
702		706	
Prediction Task ID/Name:		Internet Sales Customer Classificat.	
708		710	
Application:		CRM Internet Sales Appl.	
712		714	
Mining Model Class:		Classification of customers	
716		718	
Version:		World-Wide Customers 2001	
722			
Prediction Engine:		SAP Local Prediction Server	
720			
Prediction Input Field			
CUSTOMER_AGE	details	Value mapping	BIRTH_DATE KPI
CUSTOMER_GENDER	details	Value mapping	SHOPPER_GENDER KPI
CUSTOMER_ORDERS	details		5 KPI
CUSTOMER_REVENUE	details		REVENUE_LASTYEAR KPI
Prediction Output Field			
PREDICTED_CLASS	details	Value mapping	SHOPPING_CATEGORY
CONFIDENCE	details	Value mapping	-
WHAT-IF TEST		DEFAULT MAPPING	
		UNKNOWN APPLICATION	
726			
730			
724			
728			

FIG. 7A

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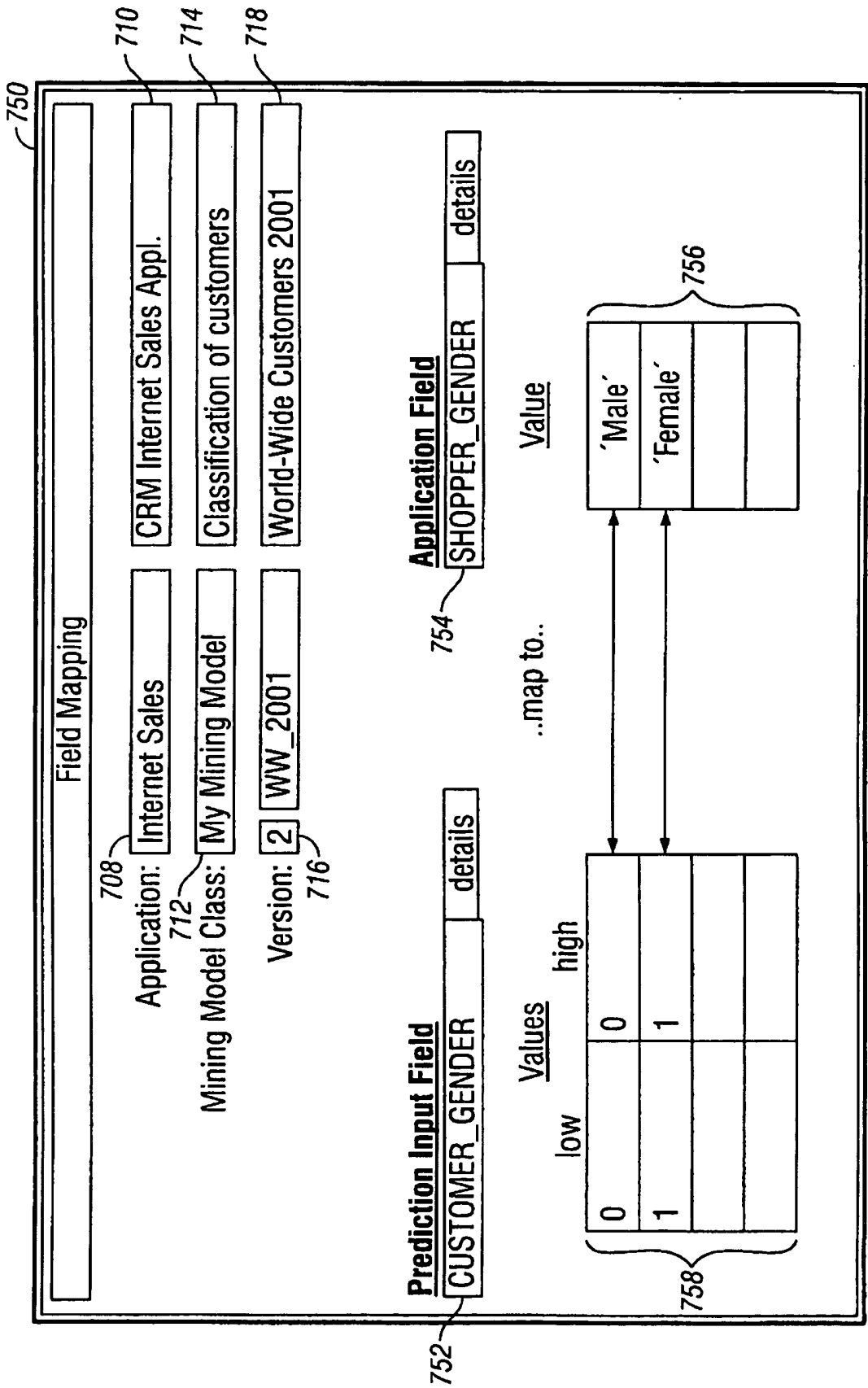


FIG. 7B

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760

Help

Prediction Task

Name	ProcessComplainPred 702	Description	null 706
Created By	roydi 762	Created On	5/2/03 4:01 PM 768
Modified By	null 764	Modified On	null 770
Application	DemoApplication 708		
Model	ComplaintProcessor 712		
Prediction Server	LocalPredictionServer 720		

Field Mapping 772 774 776 778 780

Field	Field Type	Description	Application Field	Delivering Task
ACRM_BUY	Prediction Input	# of Purchases	ACRM_BUY	NoOfPurchases_LookupTask
ACRM_COMP	Prediction Input	# of Complaints	ACRM_COMP	NoOfComplaints_LookupTask
ACRM_INC	Prediction Input	Income	ACRM_INC	
ACRM_PVAL	Prediction Input	Product Value	ACRM_PVAL	
ACRM_SALE	Prediction Input	Sales	ACRM_SALE	
ACRM_VAL	Prediction Input	Customer Value	ACRM_VAL	CustomerValue_LookupTask
predictedCategory	Prediction Output	predictedCategory	ACRM_CS	
probability	Prediction Output	probability	ACRM_CS_PROBABILITY	

Save Delete

760

FIG. 7C

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800

802

KPI-Set Details

804

KPI-Set: REVPROF_2001

Revenue + Profit for Customers in 2001

806

Description: This KPI-Set contains the revenue and the profit for all customers in 2001

Source System/Object: J20

ZCRM_REVPROF

808

Key Fields

CUSTOMER_ID

Type

String

810

Revenue

Profit

Type

Real

Real

Online/Offline

offline

online

812

SHOW DISTRIBUTIONS

CREATE KPI-LOOKUP TASK

814

SHOW KPI-LOOKUP TASKS

REFRESH

FIG. 8

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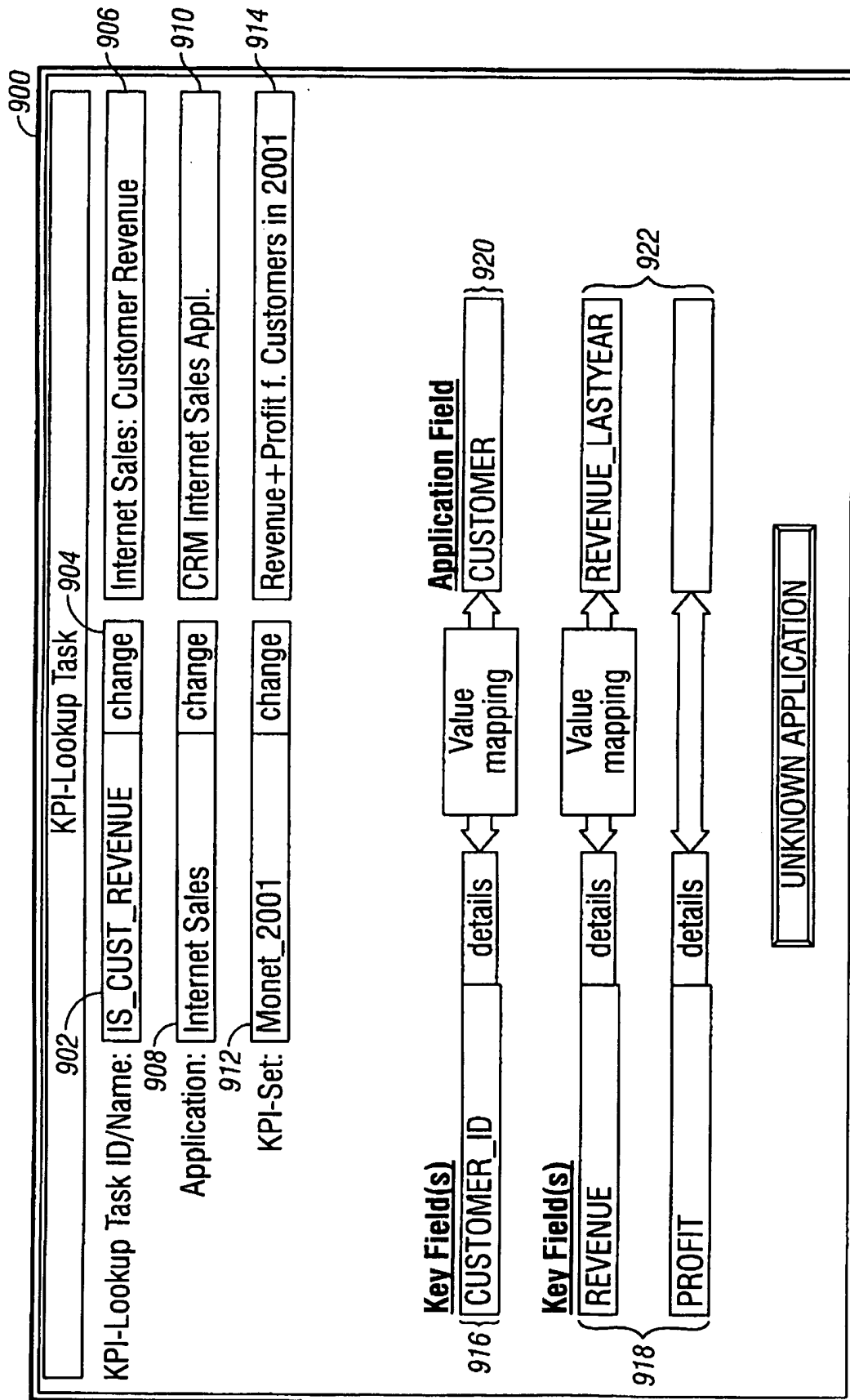


FIG. 9A

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950

Help

KPI-Task

Name	NoOfPurchases Lookup	Description	Lookup:No. of Purchases
Created by	kraiss	Created On	7/14/03 3:22 PM
Changed by	kraiss	Modified On	7/14/03 3:22 PM
Application	DemoApplication	Demo Application	
KPI Set	ZACRM_BPSET		

☐ LogActive

Field Mapping

KPI Set Field	KPI Field Type	Task Field Type	Description	Application Field	Preceding Tasks	Advanced Settings
ZACRM0BPARTNER	Key Field	Input Key	Business Partner Number	CUSTOMER_ID		Change
ZACRM_BUY	KPI from ODS	Output KPI	Purchases	ACRM_BUY		Change
ZACRM_COMP	KPI from ODS	Output KPI	Complaints			Change
ZACRM_SALE	KPI from ODS	Output KPI	Sales			Change
ZACRM_VAL	KPI from ODS	Output KPI	Customer Value			Change

Save Delete

FIG. 9B